

**CITY OF EUGENE COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF EUGENE**

December, 2008



**ADVANCED MARKETING
RESEARCH INC.**

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EXECUTIVE SUMMARY

IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 52% of respondents feel Eugene is headed in the right direction, down from 61% last year, while 34% feel Eugene is generally headed in the wrong direction, up from 25% last year. 14% are unsure.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

The economy and unemployment top the list of problems identified by respondents. 21% mentioned the economy/economic development (up from 5% last year), and 20% mentioned unemployment/under employment (up from 2% last year). Concern with crime is at 14%, concern with road maintenance is at 9%, and concern with downtown issues is at 8% (down from 22% last year).

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Size of the city tops the list of what people like most about living in Eugene, mentioned by 15% of respondents. Scenery/terrain is second with 14%, followed by outdoor recreation (14%), central location (13%), friendly people (12%), climate/weather (10%), and easy to get around (10%).

SATISFACTION WITH CITY SERVICES (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. About three-quarters of respondents (77%) are “very satisfied” or “somewhat satisfied” with the overall level of services provided by the City of Eugene, similar to 78% in 2007, 76% in 2006, 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.

COMMUNITY OUTCOMES (Q6-Q43)

Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.5 and 4.6 for importance (on a five-point scale). Topping the list for importance are “developing job opportunities,” “preventing crime,” “minimizing loss of life and property due to emergencies,” and “value for tax dollars spent.” All of the outcomes were rated between 2.5 and 4.2 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

“Supporting the arts” and “achieving compact urban growth” have decreased in importance since 2000, while “developing job opportunities” has increased in importance since 2000. “Supporting youth and child development,” “protecting the environment,” “providing access to reading and reference materials,” “providing parks and open space,” and “providing recreation opportunities” have increased in performance ratings since 2000, while “developing job opportunities” and “preventing crime” have decreased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts” and “providing recreation opportunities.” The largest gaps between perceived importance and perceived performance occurred for “developing job opportunities,” “preventing crime,” and “providing good value for tax dollars spent.” Large gaps also occurred for “encouraging a vital downtown,” “youth and child development,” “improving neighborhoods,” “minimizing loss of life due to emergencies,” and “providing safe buildings and infrastructure.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs” as the reason, followed by “nothing being done/ineffective,” and “Eugene is not business-friendly.” Those who gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done” as the reason. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “it never gets better/nothing works” as the reason, followed by “the downtown environment.”

POPULATION GROWTH IN EUGENE (Q44)

Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is “**too fast**” almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to **26% currently** after a rise to 40% in 2005.

ECONOMIC OPPORTUNITY IN EUGENE (Q45)

58% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 70% in 2007, 73% in 2006, 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 38%, up from 23% in 2007, 20% in 2006, 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.

CITY’S ROLE IN ECONOMIC DEVELOPMENT (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 85% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (up from 71% in 2007). 83% feel the City should take an active role helping local businesses create and retain jobs (up from 75% in 2007). 70% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (up from 62% in 2007). 60% feel the City should provide tax incentives to businesses creating new jobs (no change from 2007). 58% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (up from 42% in

2007). 55% feel the City should provide financial support to businesses in targeted areas, such as Downtown (up from 47% in 2007).

PUBLIC SAFETY (Q52-Q55)

89% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 65% feel “very” or “somewhat” safe walking alone in business areas after dark (down from 76% in 2007). 26% feel “very” safe after dark in business areas (no change from 2007). 65% feel “very” safe after dark in their neighborhood (no change from 2007).

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=122) mainly cite a perceived increase in the number of crimes (23%), basic insecurity (22%), strange people/bad area (18%), or lack of police presence (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=42) mainly cite a perceived increase in the number of crimes (31%), basic insecurity (19%), or strange people/bad area (14%).

NEIGHBORHOOD ASSOCIATIONS (Q56-Q57)

59% are aware of their neighborhood association (no change from 2007). An additional 3% are aware of neighborhood associations, but report that theirs is inactive. 38% are not aware of their neighborhood association (no change from 2007).

68% of those who are aware of an active neighborhood association (n=234) feel the neighborhood association is having a positive impact on their neighborhood. 16% do not feel there is a positive impact, while 16% are unsure.

CITY’S ENVIRONMENTAL PRACTICES (Q58-Q59)

Over half (54%) of respondents say that it is “very important” that the city engage in environmentally sustainable practices, while only 10% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.3, compared to a mean rating of 3.6 for the city’s performance in this category.

LEVEL OF BEING INFORMED (Q60)

77% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 18% feel they are “well informed,” down from 25% in 2007.

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q61-Q65)

53% of respondents read their neighborhood newsletter in the past year. 38% visited the City Website on the internet in the past year. 27% watched government access TV in the past year. 11% watched “Working City.” 29% did none of the above activities. There have been no significant changes from 2007 data.

CITY PUBLICATIONS (Q66-Q72)

More respondents recalled receiving the Recreation Guide than any other City publication. 82%

of the respondents said they received the City's Recreation Guide in the past year (up from 69% in 2007), 70% said they received Stormwater Connections, 65% reported receiving Eugene Outdoors, 42% reported receiving the Parks Map (down from 49% in 2007), 39% said they received Library Matters, 35% said they received Ovation, and 31% said they received the Bike Map.

INTERNET ACCESS (Q73)

82% of respondents have internet access at home. There are no significant changes from 2007 data.

CITIZEN PARTICIPATION (Q74)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 68% of the respondents are "very" or "somewhat" satisfied with the opportunities provided for citizen input.

CITY GOVERNMENT (Q75)

Respondents were asked if they are satisfied with city government in Eugene. 61% say they are "very" or "somewhat" satisfied with city government in Eugene. 32% are "very" or "somewhat" dissatisfied with city government in Eugene. There are no significant changes from 2007 data.

DOWNTOWN EUGENE (Q76)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 33% are "very" or "somewhat" satisfied with Downtown Eugene, and 64% are "very" or "somewhat" dissatisfied. There are no significant changes from 2007 data.

COMMUNITY SURVEY FOR THE CITY OF EUGENE

December, 2008

PURPOSE OF THE STUDY

The purpose of this study is to assist the City of Eugene in determining community perceptions regarding the quality of life and the quality of city services in Eugene.

METHODOLOGY

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the City of Eugene, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. The sampling frame consisted of a list of Eugene residents purchased from Red Door Marketing (a company which provides random sample lists of residents drawn from a variety of sources) and overlaid with registered voter information (where applicable) by Labels and Lists (a company which provides voter registration lists only). 400 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between December 5 and December 20, 2008.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study. These include, but are not limited to the following: use of computer assisted telephone interviewing (trained interviewers input the data into the computer as it is collected), selecting the sample using random means, attempting to call each phone number eight to ten times, conducting 400 interviews in order to achieve a plus or minus 4.5% bound on error, and validating a minimum of 10% of each interviewer's work.

COMPARING STUDIES FROM YEAR TO YEAR

The minimum difference required for statistical significance in comparison of percentages for two groups of 400 each is 7 percentage points. So, to compare the response of a question asked of 400 respondents in one year to the response of the same question asked of 400 respondents in a different year, we are 95% certain that the answers are significantly different if they vary by at least 7 percentage points.

**MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR
STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED
PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE**

<u>Subsample</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>	<u>600</u>
50	20%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%
100		14%	13%	12%	12%	11%	11%	11%	11%	11%	11%
150			11%	11%	10%	10%	10%	9%	9%	9%	9%
200				10%	9%	9%	9%	8%	8%	8%	8%
250					9%	8%	8%	8%	8%	8%	7%
300						8%	8%	7%	7%	7%	7%
350							7%	7%	7%	7%	6%
400								7%	7%	7%	6%
450									7%	6%	6%
500										6%	6%
600											6%

Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.

RESPONSE RATE

Of the 519 qualified respondents reached by telephone, 400 interviews were completed, for a response rate of 77%. The overall breakdown of numbers dialed is as follows:

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004*</u>
Refusals	119	143	151	232	274
Disconnects	165	219	454	420	974
Answering Machine	561	504	604	299	244
Fax Machine	21	15	34	17	146
Businesses	32	5	10	18	441
No Answer	150	101	125	266	178
Call Backs	54	2	57	18	145
Spanish Speaking Barrier	2	5	4	12	n.a.
Other Language Barrier	1	10	6	15	12
No Qualified Respondent	352	84	33	66	77
Completed Interviews	<u>400</u>	<u>402</u>	<u>401</u>	<u>401</u>	<u>401</u>
Total Numbers Dialed	1,857	1,490	1,879	1,764	2,892

* Random Digit Dialing Used (Oregon Survey Research Lab)

TESTS FOR DIFFERENCES BETWEEN PROPORTIONS

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

NOTES ON CHI SQUARE

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability (p=.xxx) indicates the probability that the heading and row variables are *not* related is .xxx. For example, a .05 probability of not being related means a 95% chance of being related.

NOTES ON STRATIFICATION BY WARD

Prior to 2002, the survey sample was drawn from registered voters within the City of Eugene. Since 2002 the sample has been drawn from all residents (not just voters) within the City of Eugene. The following table shows actual population of voters by Ward, the proportion of each ward in the random sample list used for phoning, and how the actual sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, December 2008.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Sample %</u>
One	12,110	13%	12%	13%
Two	13,388	14%	19%	17%
Three	11,600	12%	5%	7%
Four	11,846	12%	12%	11%
Five	12,573	13%	16%	15%
Six	12,307	13%	13%	13%
Seven	10,829	11%	10%	12%
Eight	11,357	12%	14%	12%

QUOTAS OBSERVED

The following quotas were targeted in the data collection process.

Males	48-52%		
Females	48-52%		
18-24	15-19%		
25-34	18-22%		
35-44	13-17%		
45-54	15-19%		
55-64	13-17%		
65+	14-18%		
Ward One	12-14%	Ward Five	12-14%
Ward Two	13-15%	Ward Six	12-14%
Ward Three	11-13%	Ward Seven	10-12%
Ward Four	11-13%	Ward Eight	11-13%

BOUND ON ERROR

SEX	<u>SAMPLE SIZE</u>		<u>Bound on Error at 95% Confidence Level</u>
	<u>Frequency</u>	<u>Percent</u>	
Male	203	51%	6.3%
Female	197	49%	6.4%
AGE			
18-24	62	16%	11.4%
25-34	77	19%	10.2%
35-44	57	14%	11.9%
45-54	73	18%	10.5%
55-64	63	16%	11.3%
65 +	68	17%	10.9%
OWN/RENT			
Own	290	73%	5.3%
Rent	109	27%	8.6%
INCOME			
Under \$15,000	59	15%	11.7%
\$15,000-\$24,999	48	12%	13.0%
\$25,000-\$34,999	45	11%	13.4%
\$35,000-\$49,999	52	13%	12.5%
\$50,000-\$74,999	67	17%	11.0%
\$75,000 or more	75	19%	10.4%
WARD			
One	53	13%	12.3% **
Two	69	17%	10.8%
Three	26	7%	--
Four	42	11%	13.9%
Five	59	15%	11.7%
Six	53	13%	12.3%
Seven	49	12%	12.8%
Eight	49	12%	12.8%
TOTAL	400	100%	4.5%*

* What this means is that we are 95% certain the mean response of the entire population of Eugene residents lies within (plus or minus) 4.5% of the survey response.

** We are 95% certain the mean response of the entire population of residents in Ward One lies within (plus or minus) 12.3% of the survey response.

DEMOGRAPHIC BREAKDOWN BY YEAR

	2008	2007	2006	2005	2004	POP. *
Age						
18-24	16%	17%	10%	11%	8%	22%
25-34	19	23	22	17	15	19
35-44	14	15	19	17	17	17
45-54	18	15	14	20	22	18
55-64	16	15	15	13	17	9
65 and over	17	16	19	21	21	15
Home Ownership						
Own	73%	65%	67%	58%	66%	52%
Rent	27	34	32	41	33	48
Children Under 18?						
Yes	31%	37%	38%	38%	33%	28%
No	69	63	62	62	67	72
Income						
Under \$15,000	15%	14%	9%	14%	10%	21%
\$15,000-\$24,999	12	12	10	18	12	14
\$25,000-\$34,999	11	12	12	18	16	14
\$35,000-\$49,999	13	13	19	15	15	17
\$50,000-\$74,999	17	16	19	11	18	17
\$75,000 and over	19	19	23	15	21	18
Refused	14	12	12	9	7	n.a.
Gender						
Male	51%	50%	51%	53%	41%	49%
Female	49	50	49	47	59	51
Voter/Non-Voter						
Voter	82%	77%	76%	65%	n.a.	
Non-Voter	18	23	24	35	n.a.	
Race/Ethnicity						
White	91%	93%	94%	92%	93%	88%
Multi-Racial	3	<1	1	0	2	4
African American	2	0	<1	1	0	1
American Indian/Alaskan	1	<1	1	<1	1	1
Hispanic	1	2	2	2	2	5**
Asian/Pacific Islander 1	2	0	1	1	4	

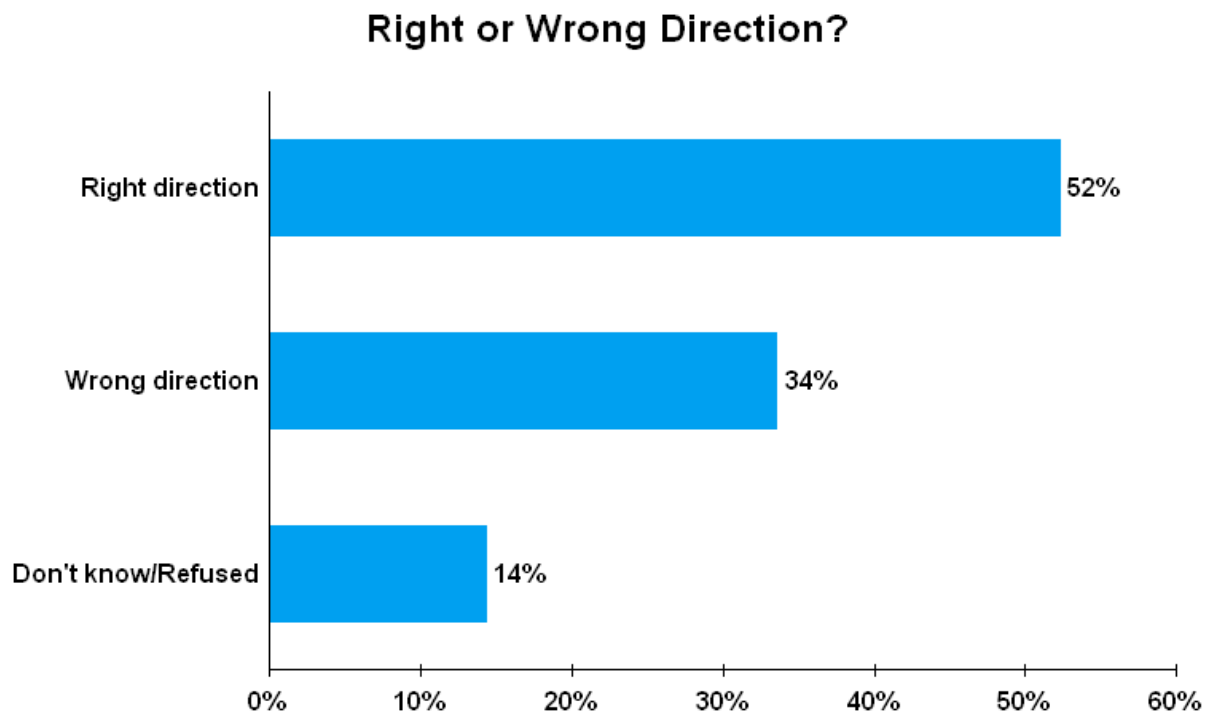
* 2000 Eugene Population Characteristics, Oregon Census Abstract.

** "Hispanic" in the Census Data can be any race, and does not appear as a category under "Race."

ANALYSIS OF DATA

IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 52% of respondents feel Eugene is headed in the right direction, down from 61% last year, while 34% feel Eugene is generally headed in the wrong direction, up from 25% last year. 14% are unsure.

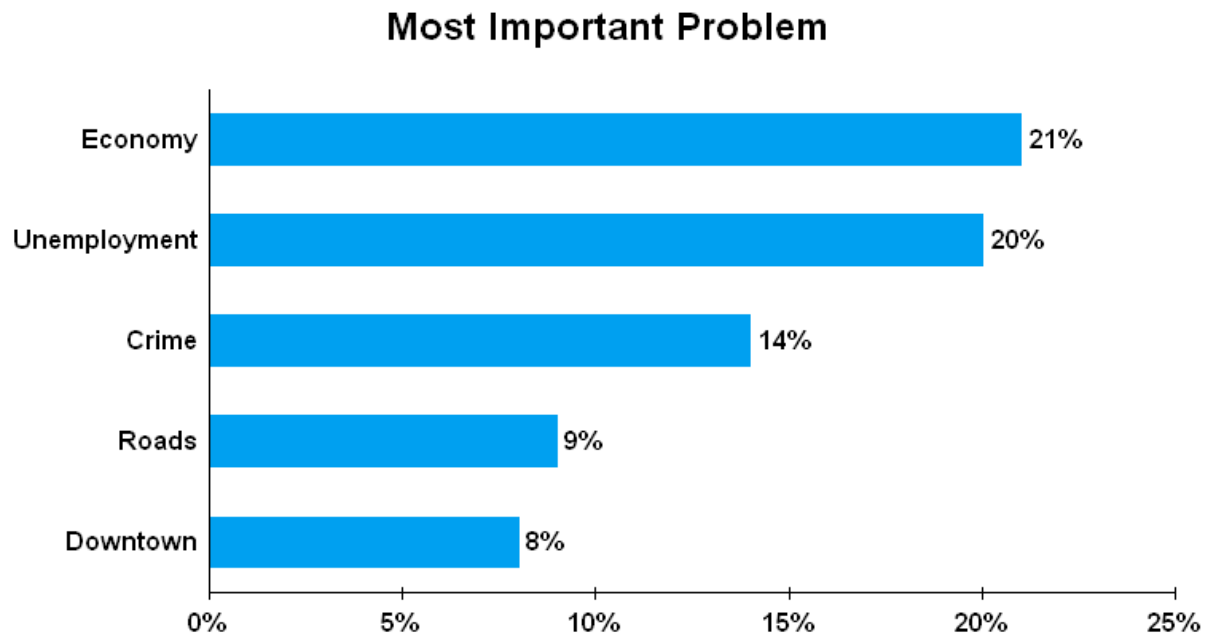


	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Right direction	52%	61%	60%	50%	59%	58%	54%	53%	64%
Wrong direction	34	25	22	27	33	23	30	34	22
Don't know	14	14	18	22	9	19	16	13	13

18 to 24 year-olds are more likely than others to feel things are generally going in the right direction.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

The economy and unemployment top the list of problems identified by respondents. 21% mentioned the economy/economic development (up from 5% last year), and 20% mentioned unemployment/under employment (up from 2% last year). Concern with crime is at 14%, concern with road maintenance is at 9%, and concern with downtown issues is at 8% (down from 22% last year).



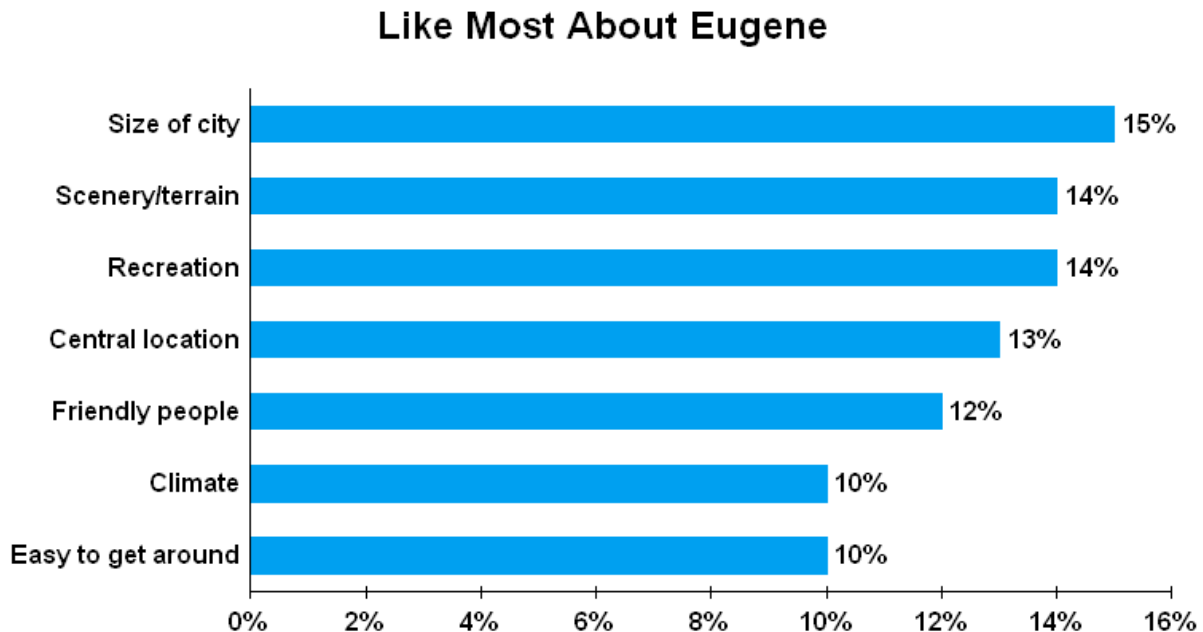
Multiple responses possible.

	<u>2008</u>		<u>2007</u>		<u>2006</u>
Economy	21%	Downtown issues	22%	Education issues	13%
Unemployment	20	Crime/Gangs/Drugs	12	Crime/Gangs/Drugs	12
Crime	14	Homeless	8	City growth problems	9
Road maintenance	9	Government issues	6	Police issues	8
Downtown issues	8	Road maintenance	6	Traffic	8

45 to 54 year-olds, those earning over \$75,000, those with children 12 to 17, moderately frequent voters, and homeowners are more concerned than others with the economy. Those not registered to vote are more concerned than others with unemployment. Non-Caucasians are more concerned than Caucasians with crime. Seniors are more concerned than others with road maintenance.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Size of the city tops the list of what people like most about living in Eugene, mentioned by 15% of respondents. Scenery/terrain is second with 14%, followed by outdoor recreation (14%), central location (13%), friendly people (12%), climate/weather (10%), and easy to get around (10%).



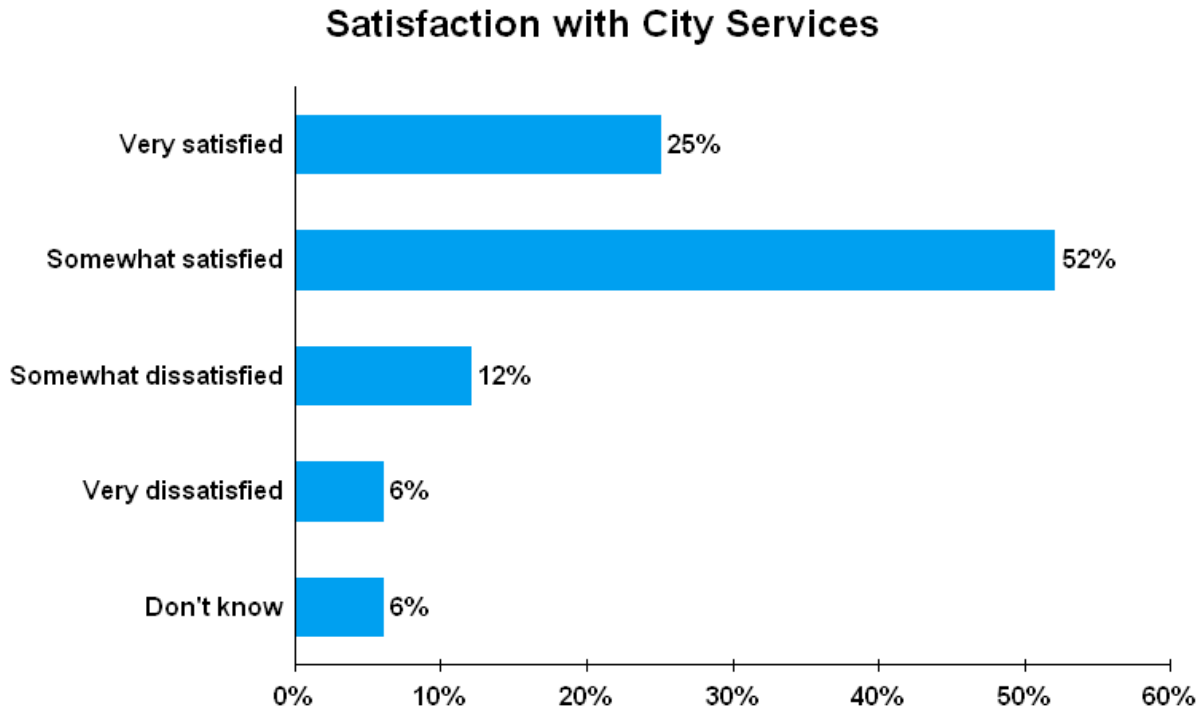
Multiple responses possible.

	<u>2008</u>		<u>2007</u>		<u>2006</u>
Size of city	15%	Friendly people	18%	Friendly people	13%
Scenery/Terrain	14	Size of city	14	Scenery/Terrain	12
Outdoor recreation	14	Scenery/Terrain	14	Outdoor recreation	11
Central location	13	Central location	13	Central location	11
Friendly people	12	Climate & Recreation	11	Climate & Size	10

55 to 64 year-olds are more likely than others to like the size of the city most. Females are more likely than others to like the scenery/terrain most. 35 to 44 year-olds and those earning \$25,000 to \$34,999 are more likely than others to like outdoor recreation most. Those earning \$25,000 to \$34,999 are more likely than others to like the central location most. Seniors are more likely than others to like the climate most.

SATISFACTION WITH CITY SERVICES (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. About three-quarters of respondents (77%) are “very satisfied” or “somewhat satisfied” with the overall level of services provided by the City of Eugene, similar to 78% in 2007, 76% in 2006, 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.



	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Very satisfied	25%	27%	23%	20%	22%	25%	28%	31%	32%
Somewhat satisfied	52	51	53	54	57	49	50	56	53
Somewhat dissatisfied	12	9	10	10	16	12	12	7	6
Very dissatisfied	6	4	6	8	4	7	5	2	4
Don't know	6	8	7	7	1	7	5	4	4
Very/Somewhat satisfied	77%	78%	76%	74%	79%	74%	78%	87%	85%

Those earning \$35,000 to \$49,999 are more likely than others to be “very satisfied” with the level of services provided by the City of Eugene government.

COMMUNITY OUTCOMES (Q6-Q43)

Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.5 and 4.6 for importance (on a five-point scale). Topping the list for importance are “developing job opportunities,” “preventing crime,” “minimizing loss of life and property due to emergencies,” and “value for tax dollars spent.” All of the outcomes were rated between 2.5 and 4.2 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

“Supporting the arts” and “achieving compact urban growth” have decreased in importance since 2000, while “developing job opportunities” has increased in importance since 2000. “Supporting youth and child development,” “protecting the environment,” “providing access to reading and reference materials,” “providing parks and open space,” and “providing recreation opportunities” have increased in performance ratings since 2000, while “developing job opportunities” and “preventing crime” have decreased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts” and “providing recreation opportunities.” The largest gaps between perceived importance and perceived performance occurred for “developing job opportunities,” “preventing crime,” and “providing good value for tax dollars spent.” Large gaps also occurred for “encouraging a vital downtown,” “youth and child development,” “improving neighborhoods,” “minimizing loss of life due to emergencies,” and “providing safe buildings and infrastructure.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs” as the reason, followed by “nothing being done/ineffective,” and “Eugene is not business-friendly.” Those who gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done” as the reason. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “it never gets better/nothing works” as the reason, followed by “the downtown environment.”

Develop job opportunities

	Importance	Performance	Difference
2008	4.6	2.5	2.1
2006	4.4	2.9	1.5
2004	4.5	2.7	1.8
2002	4.4	2.6	1.8
2000	4.3	3.0	1.3

Prevent crime

	Importance	Performance	Difference
2008	4.6	3.0	1.6
2006	4.6	3.2	1.4
2004	4.5	3.3	1.2
2002	4.4	3.4	1.0
2000	4.4	3.4	1.0

Minimize loss of life/property due to emergencies

	Importance	Performance	Difference
2008	4.6	3.9	0.7
2006	4.6	3.8	0.8
2004	4.5	4.3	0.2
2002	4.4	3.9	0.5
2000	4.5	3.9	0.6

Provide good value for tax dollars spent

	Importance	Performance	Difference
2008	4.6	3.0	1.6
2006	4.6	3.1	1.5
2004	4.6	3.2	1.4
2002	4.5	2.9	1.6
2000	4.6	3.0	1.6

Support youth and child development

	Importance	Performance	Difference
2008	4.5	3.5	1.0
2006	4.5	3.5	1.0
2004	4.5	3.7	0.8
2002	4.5	3.3	1.2
2000	4.5	3.1	1.4

Provide safe buildings and infrastructure

	Importance	Performance	Difference
2008	4.4	3.7	0.7
2006	4.4	3.8	0.6
2004	4.3	3.9	0.4
2002	4.2	3.5	0.7
2000	4.3	3.5	0.8

Protect the environment

	Importance	Performance	Difference
2008	4.3	3.9	0.4
2006	4.4	3.8	0.6
2004	4.4	3.7	0.7
2002	4.5	2.9	1.6

2000	4.5	3.0	1.5
Provide access to reading and reference materials			
	Importance	Performance	Difference
2008	4.2	4.2	0.0
2006	4.2	4.2	0.0
2004	4.2	4.2	0.0
2002	4.1	3.9	0.4
2000	4.4	3.5	0.9

Provide an efficient transportation system			
	Importance	Performance	Difference
2008	4.2	3.7	0.5
2006	4.2	3.8	0.4
2004	4.1	3.7	0.5
2002	4.0	3.7	0.5
2000	4.3	3.8	0.5

Provide parks and open space			
	Importance	Performance	Difference
2008	4.2	4.1	0.1
2006	4.1	4.0	0.1
2004	4.1	4.0	0.1
2002	4.2	3.8	0.4
2000	4.3	3.6	0.7

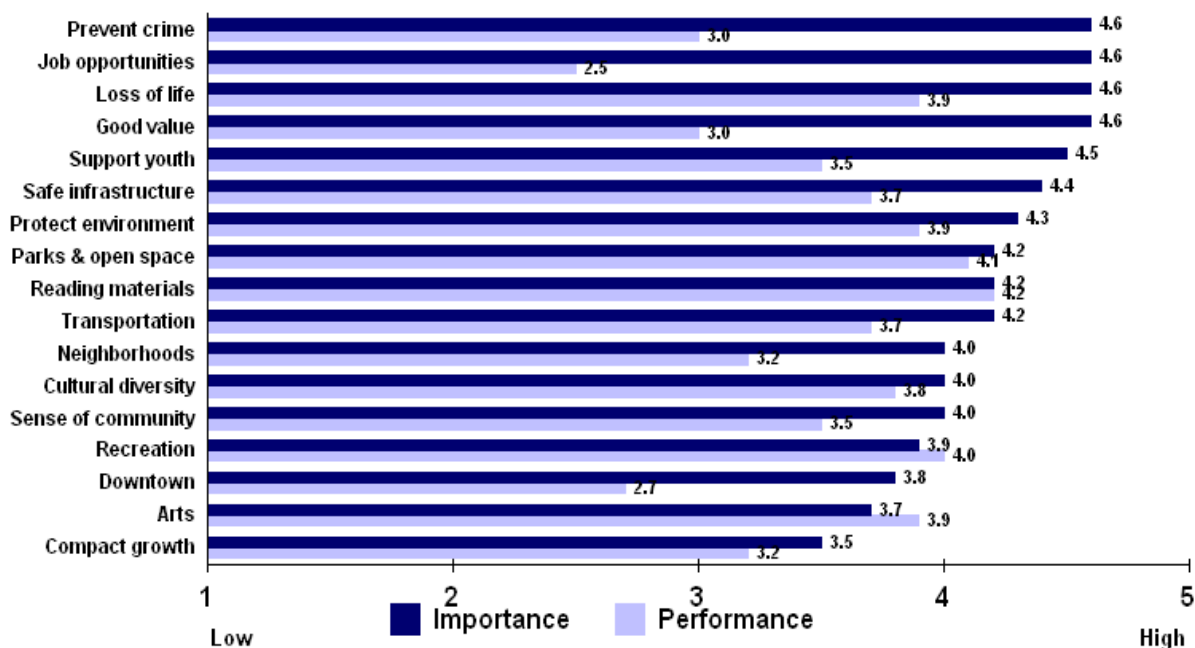
Encourage cultural diversity and tolerance			
	Importance	Performance	Difference
2008	4.0	3.8	0.2
2006	4.1	3.6	0.5
2004	4.2	3.5	0.7
2002	4.0	3.7	0.3
2000	4.2	3.6	0.6

Improve neighborhoods			
	Importance	Performance	Difference
2008	4.0	3.2	0.8
2006	4.0	3.2	0.8
2004	4.1	3.4	0.7
2002	3.8	3.2	0.6
2000	4.0	3.1	0.9

Promote a sense of community			
	Importance	Performance	Difference
2008	4.0	3.5	0.5
2006	4.0	3.6	0.4
2004	4.1	3.6	0.5

2002	3.9	3.4	0.5
2000	4.2	3.4	0.8
Provide recreation opportunities			
	Importance	Performance	Difference
2008	3.9	4.0	0.1
2006	3.9	3.8	0.1
2004	3.8	4.0	0.2
2002	3.9	3.6	0.3
2000	4.0	3.6	0.4
Encourage a vital downtown			
	Importance	Performance	Difference
2008	3.8	2.7	1.1
2006	3.7	2.9	0.8
2004	3.7	3.2	0.5
2002	4.0	3.2	0.8
2000	4.0	2.8	1.2
Support the arts			
	Importance	Performance	Difference
2008	3.7	3.9	0.2
2006	3.7	3.9	0.2
2004	3.8	4.0	0.2
2002	3.7	3.7	0.0
2000	4.0	3.7	0.3
Achieve compact urban growth			
	Importance	Performance	Difference
2008	3.5	3.1	0.4
2006	3.6	3.2	0.4
2004	3.5	3.7	0.2
2002	3.7	3.7	0.0
2000	3.9	3.0	0.9

Community Outcomes Importance vs. Performance

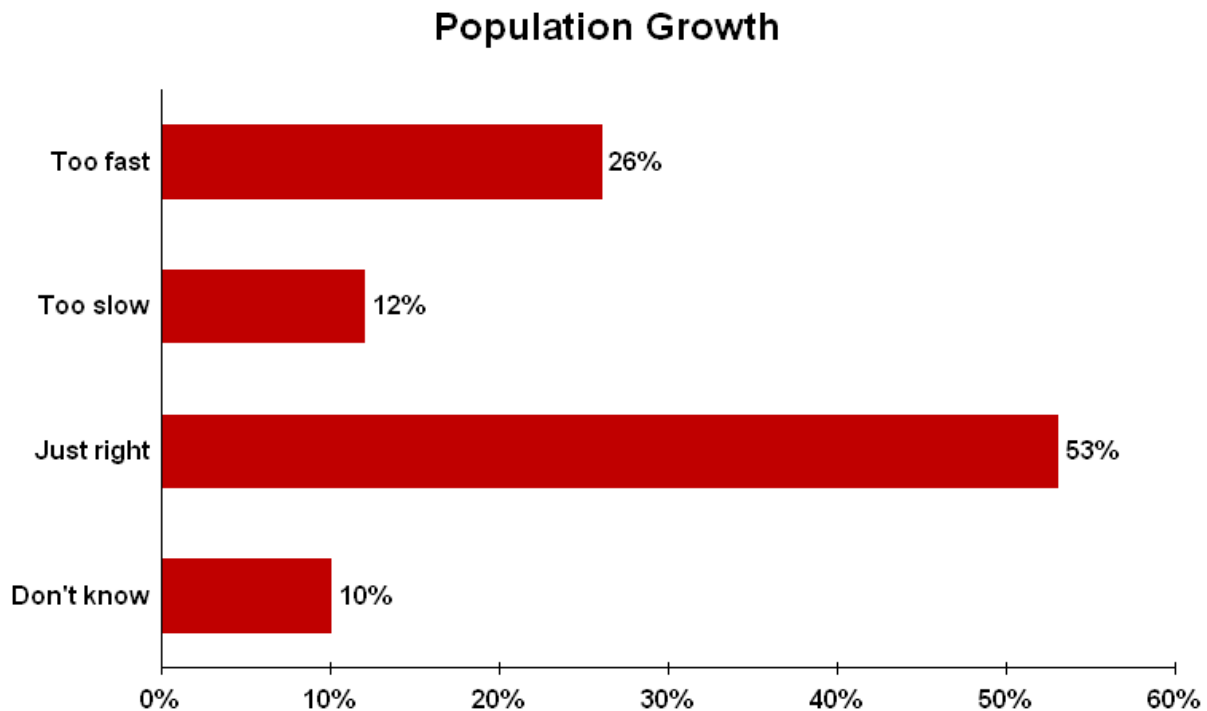


Females and Ward One residents are more likely than others to say it is “very important” to **protect the environment**. Females are more likely than males to say it is “very important” to **improve neighborhoods** and to **provide safe buildings and infrastructure**. Those with no children are more likely than others to say it is “very important” to **achieve compact urban growth**. Renters and Caucasians are more likely than others to say it is “very important” to **develop job opportunities**. Females, those earning under \$15,000, and Ward One residents are more likely than others to say it is “very important” to **provide parks and open space**, and to **promote a sense of community**. Females and 45 to 54 year-olds are more likely than others to say it is “very important” to **support the arts**. Females and renters are more likely than others to say it is “very important” to **provide access to reading and reference materials**. Females, those earning under \$15,000, those with no children, and Ward One residents are more likely than others to say it is “very important” to **provide an efficient transportation system**. Females, those earning under \$15,000, and renters are more likely than others to say it is “very important” to **encourage cultural diversity and tolerance**. Those earning \$25,000 to \$34,999, those who never or seldom vote, Ward Eight residents, and renters are more likely than others to say it is “very important” to **provide recreation opportunities**. Females, seniors, and those with no children are more likely than others to say it is “very important” to **prevent crime**. Females and those earning under \$15,000 are more likely than others to say it is “very important” to **minimize loss of life and property due to emergencies**. Ward Seven residents are more likely than others to say it is “very important” to **provide good value for tax dollars spent**. Females, those earning under \$15,000, those who never or seldom vote, and renters are more likely than others to say it is “very important” to **support youth and child development**.

25 to 34 year-olds are more likely than others to give the community a rating of “poor” for **developing job opportunities**. Seniors and Ward Four residents are more likely than others to give a rating of “poor” for **providing good value for tax dollars spent**. Those earning under \$15,000 are more likely than others to give a rating of “excellent” for **encouraging a vital downtown**, for **improving neighborhoods**, for **encouraging cultural diversity and tolerance**, for **providing recreation opportunities**, and for **preventing crime**. Those earning under \$15,000 and Ward Seven residents are more likely than others to give the community a rating of “excellent” for **protecting the environment**. Ward Two residents are more likely than others to give a rating of “excellent” for **providing parks and open space**. Those earning under \$15,000, Ward Five residents, and renters are more likely than others to give a rating of “excellent” for **supporting the arts**. Females, 55 to 64 year-olds, and those earning under \$15,000 are more likely than others to give a rating of “excellent” for **providing access to reading and reference materials**. Those who are not registered to vote, Ward Seven residents, and renters are more likely than others to give a rating of “excellent” for **providing an efficient transportation system**. Seniors, those earning under \$15,000, and those with no children are more likely than others to give a rating of “excellent” for **minimizing loss of life and property due to emergency**. Females and those earning under \$15,000 are more likely than others to give a rating of “excellent” for **encouraging a sense of community**.”

POPULATION GROWTH IN EUGENE (Q44)

Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is “**too fast**” almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to **26% currently** after a rise to 40% in 2005.

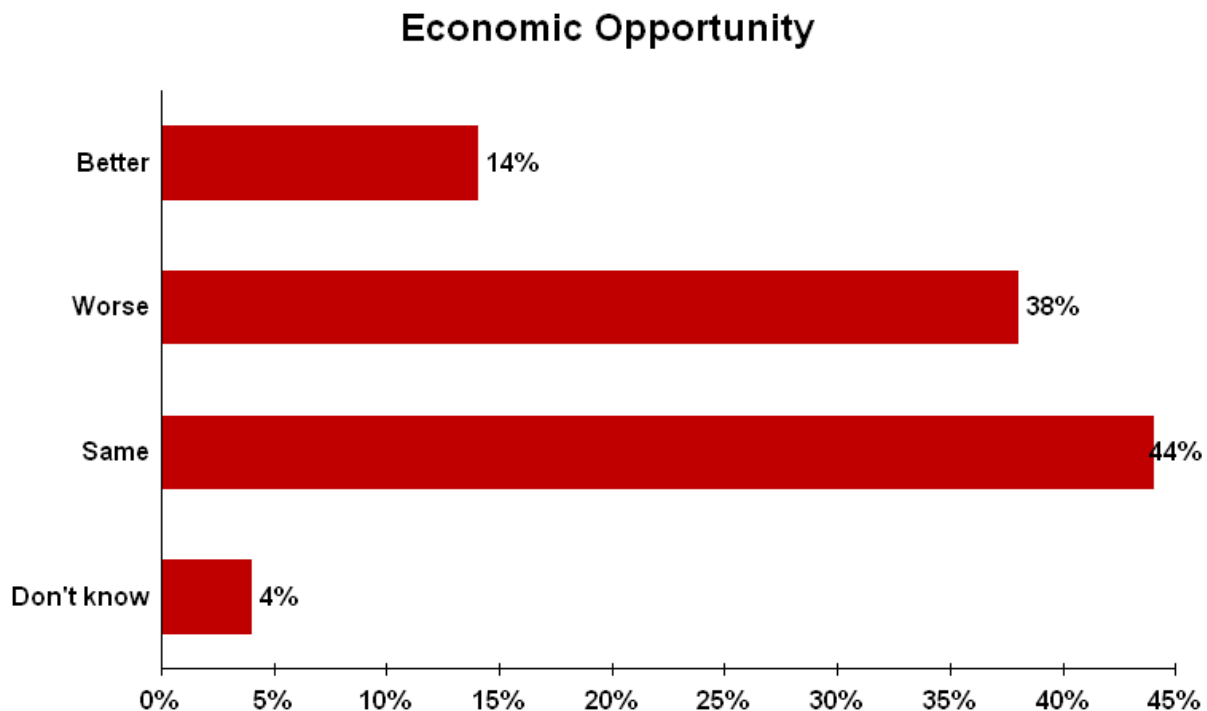


	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Too fast	26%	31%	31%	40%	30%	32%	31%	36%	46%
Just about right	53	47	50	42	55	49	45	51	42
Too slow	12	11	7	8	9	11	7	6	4
Don't know	10	12	11	10	5	7	17	7	8

Those who vote half to three-fourths of the time are more likely than others to feel population growth is too fast. Males, those earning over \$75,000, and Ward Five residents are more likely than others to feel population growth is too slow.

ECONOMIC OPPORTUNITY IN EUGENE (Q45)

58% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 70% in 2007, 73% in 2006, 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 38%, up from 23% in 2007, 20% in 2006, 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.



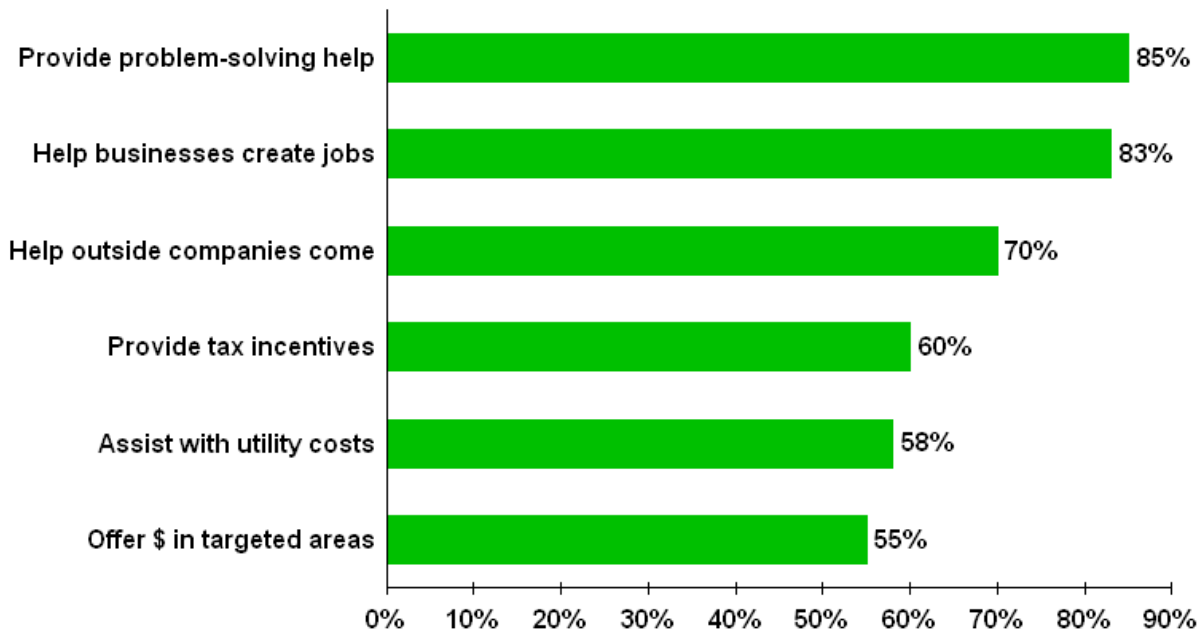
	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Better	14%	20%	25%	18%	17%	9%	14%	22%	26%
Worse	38	23	20	26	36	45	35	31	18
Stayed the same	44	50	48	47	43	41	42	45	51
Don't know	4	7	8	8	4	5	9	3	5

Those earning \$50,000 to \$74,999 and renters are more likely than others to feel their economic opportunity has gotten *worse*. Seniors and those who always vote are more likely than others to feel their economic opportunity has *stayed the same*. 35 to 44 year-olds, those earning over \$75,000, those with children under 12, and Wards Seven and Eight residents are more likely than others to feel their economic opportunity has gotten *better*.

CITY'S ROLE IN ECONOMIC DEVELOPMENT (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 85% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (up from 71% in 2007). 83% feel the City should take an active role helping local businesses create and retain jobs (up from 75% in 2007). 70% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (up from 62% in 2007). 60% feel the City should provide tax incentives to businesses creating new jobs (no change from 2007). 58% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (up from 42% in 2007). 55% feel the City should provide financial support to businesses in targeted areas, such as Downtown (up from 47% in 2007).

For Economic Development, the City Should:



Should the city provide problem-solving assistance to businesses for siting, permit, and development issues?

	Yes	No	Don't Know
2008	85%	7%	9%
2007	71	15	14
2006	79	12	9
2005	74	14	12
2004	83	12	5
2003	88	8	4
2002	79	14	7
2001	81	11	8

Should the city take an active role helping local businesses create and retain jobs?

	Yes	No	Don't Know
2008	83%	13%	5%
2007	75	16	8
2006	79	13	8
2005	79	13	8
2004	86	11	3
2003	88	8	4
2002	76	14	11
2001	78	15	8

Should the city help outside companies come to Eugene in order to increase economic opportunity?

	Yes	No	Don't Know
2008	70%	18%	12%
2007	62	23	14
2006	69	17	14
2005	62	25	13
2004	80	16	4
2003	66	21	13
2002	70	18	13
2001	72	21	7

Should the city provide tax incentives to businesses creating new jobs?

	Yes	No	Don't Know
2008	60%	25%	15%
2007	59	24	17
2006	55	28	18
2005	55	32	13
2004	67	29	4
2003	55	35	10
2002	60	27	12
2001	59	30	11

Should the city provide assistance with road, sewer, and utility costs to new and expanding businesses?

	Yes	No	Don't Know
2008	58%	25%	17%
2007	42	40	18
2006	51	34	16
2005	50	33	17
2004	60	34	6
2003	59	32	9
2002	56	31	13
2001	52	35	13

Should the city provide financial support to businesses in targeted areas, such as Downtown?

	Yes	No	Don't Know
2008	55%	30%	15%
2007	47	37	17
2006	49	38	13
2005	47	38	15
2004	53	41	6
2003	48	43	9
2002	47	41	12
2001	56	35	9

45 to 54 year-olds and those with children under 12 are *more* likely than others to feel the city should take an active role helping local businesses create and retain jobs. Those earning over \$75,000 and Caucasians are *more* likely than others to feel the city should help outside companies come to Eugene in order to increase economic opportunity. 45 to 54 year-olds are *more* likely than others to feel the city should provide problem-solving assistance for siting, permit, and development issues. 18 to 24 year-olds, those with children 12 to 17, those who are not registered to vote, and Caucasians are *more* likely than others to feel the city should provide tax incentives to businesses creating new jobs. Males are *more* likely than females to feel the city should provide assistance with road, sewer, and utility costs to new and expanding businesses.

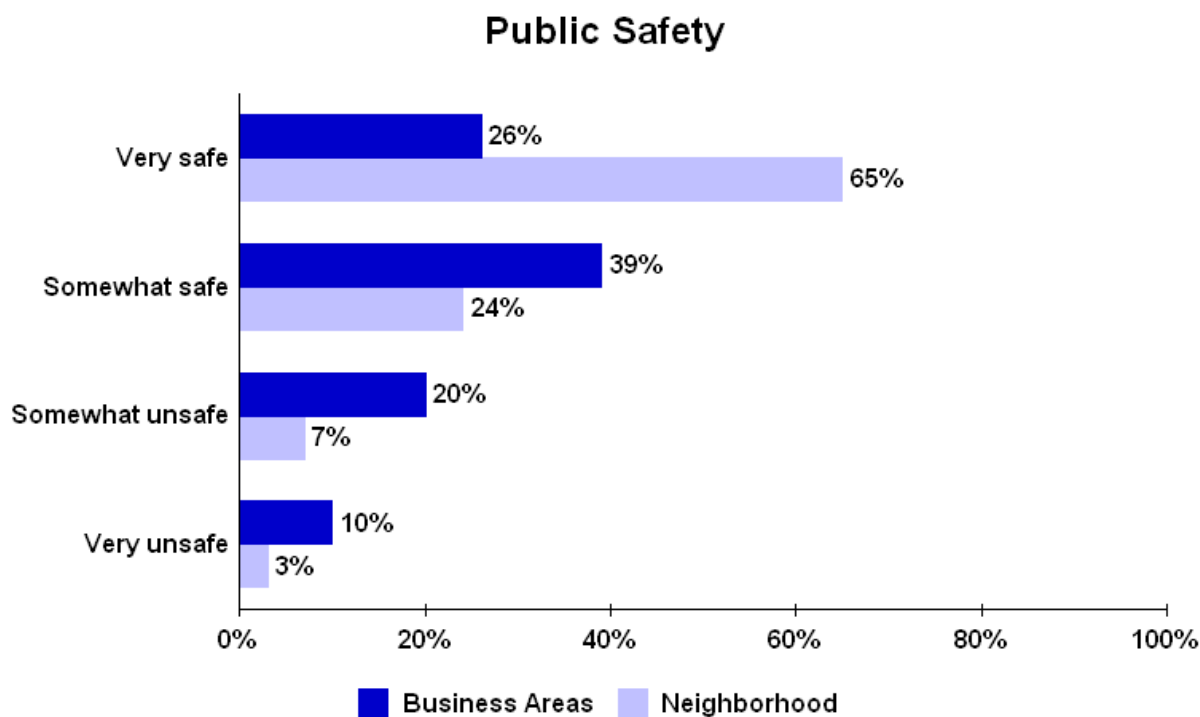
Seniors and Ward Six residents are *less* likely than others to feel the city should help local businesses create and retain jobs. Seniors and registered voters are *less* likely than others to feel the city should provide tax incentives to businesses creating new jobs. Seniors and those with no children are *less* likely than others to feel the city should provide assistance with road, sewer, and utility costs to new and expanding businesses.

PUBLIC SAFETY (Q52-Q55)

89% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 65% feel “very” or “somewhat” safe walking alone in business areas after dark (down from 76% in 2007). 26% feel “very” safe after dark in business areas (no change from 2007). 65% feel “very” safe after dark in their neighborhood (no change from 2007).

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=122) mainly cite a perceived increase in the number of crimes (23%), basic insecurity (22%), strange people/bad area (18%), or lack of police presence (16%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=42) mainly cite a perceived increase in the number of crimes (31%), basic insecurity (19%), or strange people/bad area (14%).



Business Areas

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score
2008	26%	39%	20%	10%	2.8
2007	28	48	14	4	3.0
2006	18	49	17	10	2.8
2005	33	33	17	10	3.0
2004	19	44	20	15	2.7
2003	35	37	14	7	3.1
2002	30	38	20	8	2.9
2001	23	40	20	10	2.8

Neighborhood

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score (Scale 1-4)
2008	65%	24%	7%	3%	3.5
2007	71	22	2	3	3.6
2006	61	30	5	3	3.5
2005	61	26	6	3	3.5
2004	53	34	8	4	3.4
2003	68	22	7	2	3.6
2002	59	27	8	4	3.4
2001	67	21	7	2	3.6

Seniors, those earning under \$15,000, those who are not registered voters, and females are more likely than others to feel “very unsafe” walking alone in **business areas** after dark. Seniors, those earning under \$15,000, and females are more likely than others to feel “very unsafe” walking alone in **their neighborhood** after dark.

NEIGHBORHOOD ASSOCIATIONS (Q56-Q57)

59% are aware of their neighborhood association (no change from 2007). An additional 3% are aware of neighborhood associations, but report that theirs is inactive. 38% are not aware of their neighborhood association (no change from 2007).

68% of those who are aware of an active neighborhood association (n=234) feel the neighborhood association is having a positive impact on their neighborhood. 16% do not feel there is a positive impact, while 16% are unsure.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Aware	59%	60%	67%	54%	62%	54%	47%	62%
Aware, but inactive	3	3	2	4	8	1	10	8
Unaware	38	37	31	41	29	44	43	28
Positive impact	68%	74%	70%	64%	73%	66%	61%	76%
No positive impact	16	12	14	17	14	11	16	6
Unsure	16	14	16	19	11	24	23	18

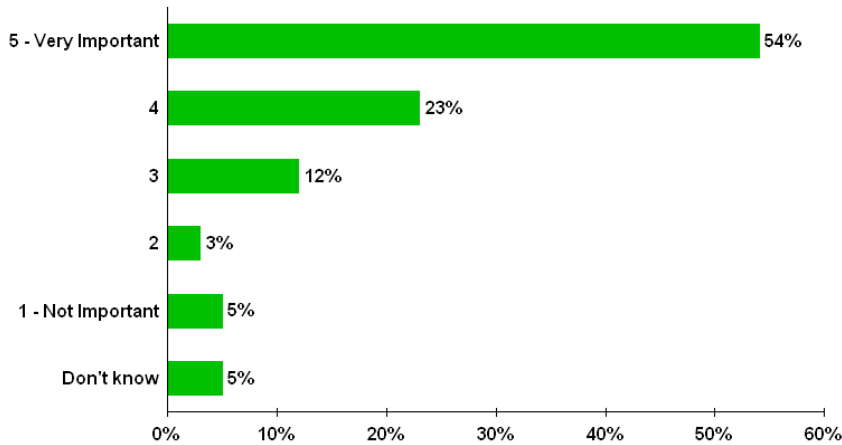
Females, 55 to 64 year-olds, those earning over \$75,000, registered voters, those who vote all the time, and homeowners are more likely than others to be aware of their neighborhood association. Males, 18 to 34 year-olds, those earning under \$25,000, those who are not registered to vote, and

renters are more likely than others to not be aware of their neighborhood association.

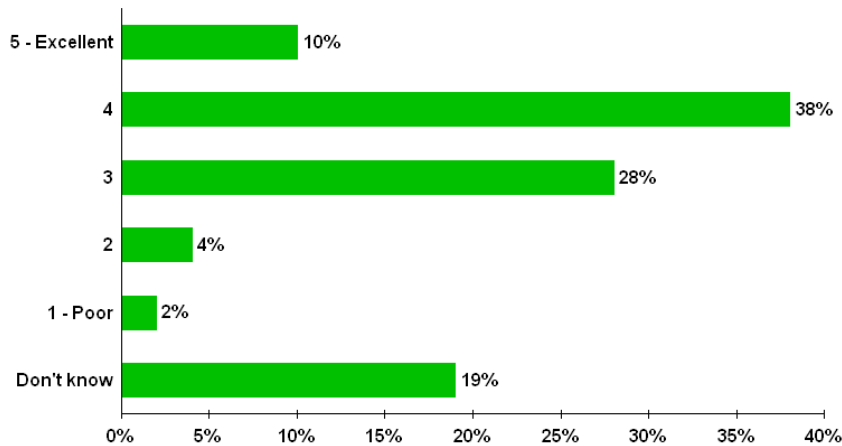
CITY'S ENVIRONMENTAL PRACTICES (Q58-Q59)

Over half (54%) of respondents say that it is “very important” that the city engage in environmentally sustainable practices, while only 10% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.3, compared to a mean rating of 3.6 for the city’s performance in this category.

Importance: Environmentally Sustainable Practices



Performance: Environmentally Sustainable Practices



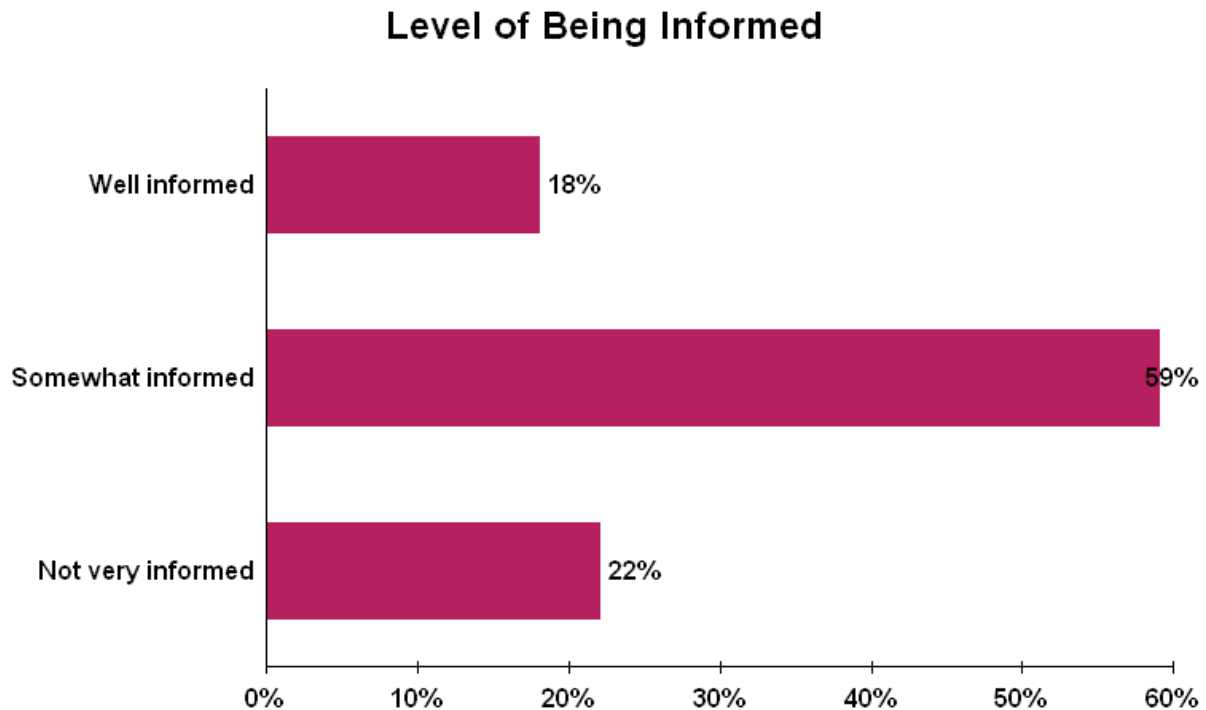
City's environmental practices

	Importance	Performance	Difference
2008	4.3	3.6	0.7
2007	4.3	3.5	0.8
2006	4.2	3.5	0.7
2005	4.3	3.3	1.0
2004	4.2	3.4	0.8

Females and Ward One residents are more likely than others to feel it is “very important” that the city engage in environmentally sustainable practices.

LEVEL OF BEING INFORMED (Q60)

77% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 18% feel they are “well informed,” down from 25% in 2007.



	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Well informed	18%	25%	21%	21%	22%	20%	18%	29%	32%
Somewhat informed	59	51	52	50	57	52	59	54	54
Not very informed	22	23	26	27	20	27	22	17	14
Don't know	0	0	1	1	1	1	1	0	0

Those earning \$25,000 to \$34,999 are more likely than others to feel “well informed.” 18 to 24 year-olds and those who never or seldom vote are more likely than others to feel “not very informed.”

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q61-Q65)

53% of respondents read their neighborhood newsletter in the past year. 38% visited the City Website on the internet in the past year. 27% watched government access TV in the past year. 11% watched “Working City.” 29% did none of the above activities. There have been no significant changes from 2007 data.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Read neighborhood newsletter	53%	47%	56%	46%	65%	40%	44%
Visited City Website	38	38	36	24	35	17	26
Watched government access TV	27	28	30	37	35	37	37
Watched “Working City”	11	10	13	14	12	--	--
None of the above	29	35	26	31	17	42	29

Those who engaged in the above activities were asked how often they did so. There have been no significant changes in frequency in the past year.

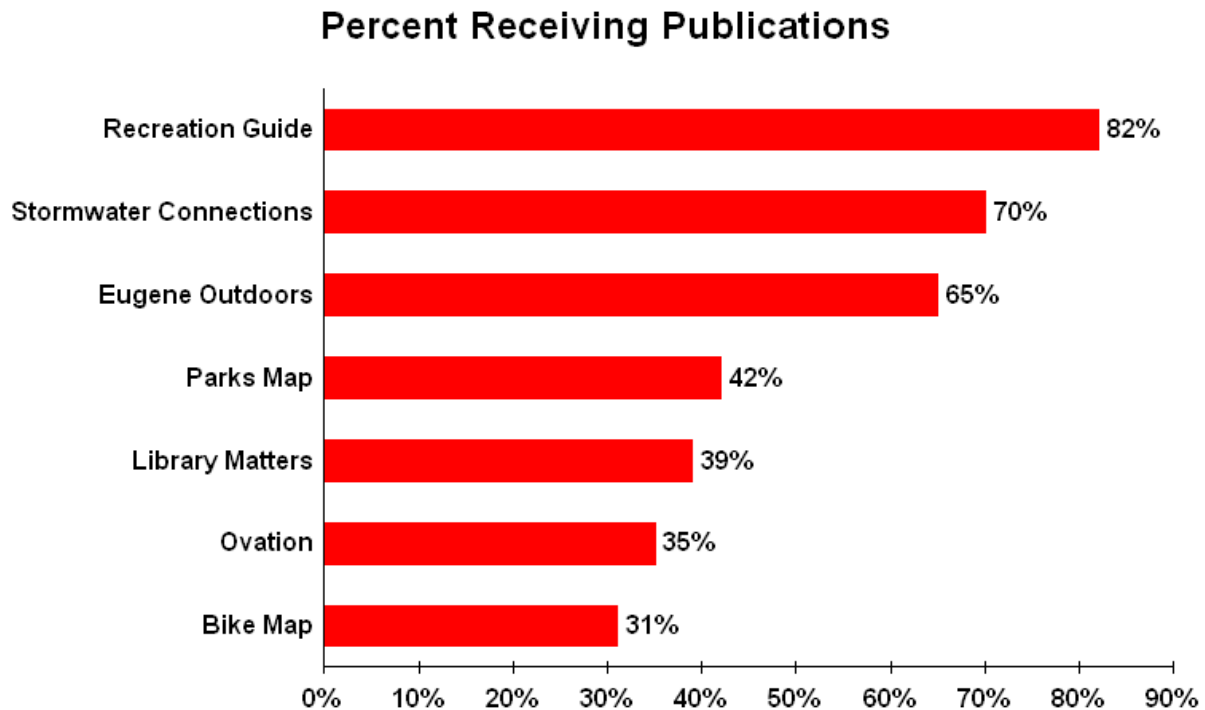
	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
2008	7%	47%	47%
2007	12	51	37
2006	7	49	44
2005	17	44	39
2004	13	42	45
2003	12	52	36
2002	11	49	40
2001	18	50	32
2000	17	62	21
1999	13	50	37
Neighborhood Newsletter			
2008	63%	30%	7%
2007	62	32	6
2006	60	31	9
2005	52	38	11
2004	50	33	17
2003	53	37	9
2002	44	36	20
2001	64	24	11
2000	50	38	11
1999	66	28	7

	FREQUENTLY	OCCASIONALLY	SELDOM
Visited City Website			
2008	9%	49%	41%
2007	14	54	33
2006	14	51	35
2005	15	46	39
2004	9	40	51
2003	9	49	41
2002	14	42	43
2001	9	48	43
2000	14	51	35
1999	12	49	39
Watched "Working City"			
2008	7%	47%	47%
2007	10	49	41
2006	4	59	37
2005	16	40	44
2004	13	52	35

Females, those over 55, registered voters, those who always vote, and homeowners are more likely than others to read their neighborhood newsletter. Males, 35 to 54 year-olds, those earning over \$75,000, those with children, and homeowners are more likely than others to visit the City Website on the internet. 18 to 24 year-olds, those not registered to vote, Ward Eight residents, and those earning under \$15,000 are more likely than others to engage in none of the above activities.

CITY PUBLICATIONS (Q66-Q72)

More respondents recalled receiving the Recreation Guide than any other City publication. 82% of the respondents said they received the City's Recreation Guide in the past year (up from 69% in 2007), 70% said they received Stormwater Connections, 65% reported receiving Eugene Outdoors, 42% reported receiving the Parks Map (down from 49% in 2007), 39% said they received Library Matters, 35% said they received Ovation, and 31% said they received the Bike Map.

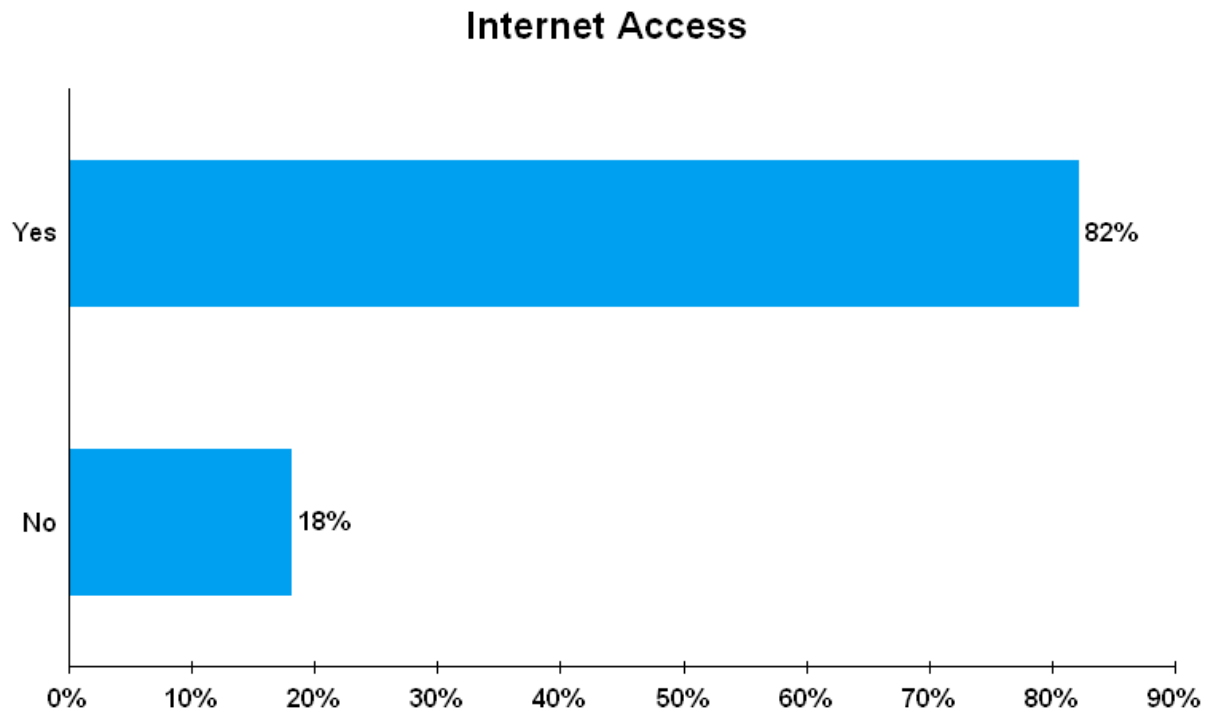


	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Recreation Guide	82%	69%	81%	75%	85%	62%
Stormwater Connections	70	67	62	56	56	50
Eugene Outdoors	65	61	59	55	59	51
Parks Map	42	49	34	43	30	39
Library Matters	39	41	42	41	36	42
Ovation	35	32	37	27	24	13
Bike Map	31	33	27	34	30	35

45 to 64 year-olds, registered voters, those who always vote, homeowners and those earning over \$75,000 are more likely than others to have received *Ovation*. Registered voters and those who always vote are more likely than others to have received *Library Matters*. Females, 45 to 54 year-olds, and those earning \$35,000 to \$49,999 are more likely than others to have received *Eugene Outdoors*. Females, 45 to 64 year-olds, those who always vote, and homeowners are more likely than others to have received *Stormwater Connections*. Females and 45 to 64 year-olds are more likely than others to have received *Recreation Guide*.

INTERNET ACCESS (Q73)

82% of respondents have internet access at home. There are no significant changes from 2007 data.



	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Yes	82%	83%	79%	64%	77%	70%
No	18	17	21	36	23	29

Males, 18 to 34 year-olds, those with children, registered voters, homeowners and those earning over \$50,000 are *more* likely than others to have internet access at home. Females, seniors, those earning under \$15,000, and those with no children are *less* likely than others to have internet access at home.

CITIZEN PARTICIPATION (Q74)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 68% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Very satisfied		21%	25%	16%	13%	13%	20%	19%
26%								
Somewhat satisfied	47	45	49	49	60	50	47	42
Somewhat dissatisfied	9	7	10	10	17	8	16	16
Very dissatisfied	7	6	7	7	6	8	6	6
Don't know	17	18	18	21	4	13	12	9
Very or Somewhat Satisfied	68%	70%	65%	62%	73%	70%	66%	68%
Very or Somewhat Dissatisfied	16%	13%	17%	17%	23%	16%	22%	22%

CITY GOVERNMENT (Q75)

Respondents were asked if they are satisfied with city government in Eugene. 61% say they are “very” or “somewhat” satisfied with city government in Eugene. 32% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2007 data.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Very satisfied	11%	14%	9%	9%	7%	16%	11%	13%
Somewhat satisfied	50	51	52	50	54	48	51	45
Somewhat dissatisfied	21	15	15	17	26	19	23	26
Very dissatisfied	11	11	12	12	11	8	9	12
Don't know	7	9	11	13	2	9	5	5
Very or Somewhat Satisfied	61%	65%	61%	59%	61%	64%	62%	58%
Very or Somewhat Dissatisfied	32%	26%	27%	29%	37%	27%	32%	38%

Those earning over \$75,000 are more likely than others to be “very dissatisfied” with city government. Renters are more likely than others to be “somewhat dissatisfied” with city government.

DOWNTOWN EUGENE (Q76)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 33% are “very” or “somewhat” satisfied with Downtown Eugene, and 64% are “very” or “somewhat” dissatisfied. There are no significant changes from 2007 data.

	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
Very satisfied	5%	6%	5%	9%	10%	14%	12%	3%
Somewhat satisfied	28	25	31	40	39	42	44	24
Somewhat dissatisfied	27	28	27	24	35	24	23	40
Very dissatisfied	37	34	29	20	13	15	12	30
Don't know	4	7	7	7	3	5	9	3
Very or Somewhat Satisfied	33%	31%	36%	49%	49%	56%	56%	27%
Very or Somewhat Dissatisfied	64%	62%	56%	44%	48%	39%	35%	70%

Homeowners are more likely than others to say they are “very dissatisfied” with Downtown Eugene the way it is today.

QUESTIONNAIRE INSTRUMENT

EUGENE COMMUNITY SURVEY – 2008

1. Hello, I'm ____ with Advanced Marketing Research, conducting a public opinion survey for the City of Eugene (about the quality of life in Eugene). Are you 18 or over? (TERMINATE IF "NO").

2. Do you think things in the community are generally going in the right direction, or do you think things are generally heading in the wrong direction?
 - 1() Right direction
 - 2() Wrong direction
 - 3() Don't know/Refused

3. What, in your opinion, is the most important problem facing the community of Eugene?

4. What do you like MOST about living in Eugene? (*Probe and clarify*)

5. Generally speaking, are you satisfied or dissatisfied with the overall level of services provided by the City of Eugene government? (*Then ask:*) Is that VERY or SOMEWHAT (*satisfied or dissatisfied*)?
 - 1() Very **d**issatisfied
 - 2() Somewhat **d**issatisfied
 - 3() Somewhat satisfied
 - 4() Very satisfied
 - 5() Don't know/Ref.

On a scale of 1 to 5, where 1 is not important and 5 is very important, how important to you is it that our community: (READ EACH)

	Not Important	2	3	4	Very Important	Don't Know
6. <u>Protect the environment</u>	1	2	3	4	5	6
7. <u>Improve neighborhoods</u>	1	2	3	4	5	6
8. <u>Achieve compact urban growth</u>	1	2	3	4	5	6
9. <u>Develop job opportunities</u>	1	2	3	4	5	6
10. <u>Provide parks and open space</u>	1	2	3	4	5	6
11. <u>Support the arts</u>	1	2	3	4	5	6
12. <u>Provide access to reading and reference materials</u>	1	2	3	4	5	6
13. <u>Provide an efficient transportation system</u>	1	2	3	4	5	6
14. <u>Encourage cultural diversity and tolerance</u>	1	2	3	4	5	6

	Not Important				Very Important		Don't Know
	1	2	3	4	5	6	
15. <u>Provide recreation opportunities</u>	1	2	3	4	5	6	
16. <u>Prevent crime</u>	1	2	3	4	5	6	
17. <u>Minimize loss of life and property due to emergencies</u>	1	2	3	4	5	6	
18. <u>Provide safe buildings and infrastructure (e.g., roads, sewer)</u>	1	2	3	4	5	6	
19. <u>Promote a sense of community</u>	1	2	3	4	5	6	
20. <u>Provide good value for tax dollars spent</u>	1	2	3	4	5	6	
21. <u>Support youth and child development</u>	1	2	3	4	5	6	
22. <u>Encourage a vital downtown</u>	1	2	3	4	5	6	

On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate our community on:

	Poor				Excellent		Don't Know
	1	2	3	4	5	6	
23. Developing job opportunities	1	2	3	4	5	6	
24. (IF 1 or 2:) Why would you give that rating? _____ _____							
25. Providing good value for tax dollars spent	1	2	3	4	5	6	
26. (IF 1 or 2:) Why would you give that rating? _____ _____							
27. Supporting youth and child development	1	2	3	4	5	6	
28. (IF 1 or 2:) Why would you give that rating? _____ _____							
29. Encouraging a vital downtown	1	2	3	4	5	6	
30. (IF 1 or 2:) Why would you give that rating? _____ _____							
31. <u>Protecting the environment</u>	1	2	3	4	5	6	
32. <u>Improving neighborhoods</u>	1	2	3	4	5	6	

	Poor				Excellent		Don't Know
--	------	--	--	--	-----------	--	---------------

33. <u>Achieving compact urban growth</u>	1	2	3	4	5	6
34. <u>Providing parks and open space</u>	1	2	3	4	5	6
35. <u>Supporting the arts</u>	1	2	3	4	5	6
36. <u>Providing access to reading and reference materials</u>	1	2	3	4	5	6
37. <u>Providing an efficient transportation system</u>	1	2	3	4	5	6
38. <u>Encouraging cultural diversity and tolerance</u>	1	2	3	4	5	6
39. <u>Providing recreation opportunities</u>	1	2	3	4	5	6
40. <u>Preventing crime</u>	1	2	3	4	5	6
41. <u>Minimizing loss of life and property due to emergency</u>	1	2	3	4	5	6
42. <u>Providing safe buildings and infrastructure (e.g., roads, sewer)</u>	1	2	3	4	5	6
43. <u>Encouraging a sense of community</u>	1	2	3	4	5	6

44. Do you believe POPULATION growth and development in Eugene during the past 5 years has been too fast, too slow, or just about right?

- 1() Too fast
- 2() Too slow
- 3() Just about right
- 4() Don't know/Refused

45. Do you believe your ECONOMIC opportunity in Eugene during the past 5 years has gotten better, worse, or stayed the same?

- 1() Better
- 2() Worse
- 3() Stayed the same
- 4() Don't know/Refused

46. Should the City take an active role helping local businesses create and retain jobs?

- 1() Yes
- 2() No
- 3() Don't know

47. Should the City take an active role helping outside companies come to Eugene in order to increase economic opportunities?

- 1() Yes
- 2() No
- 3() Don't know

In order to provide more jobs in the community, should the City:

- | | Yes | No | DK |
|---|-----|----|----|
| 48. <u>Provide problem-solving assistance to businesses for siting, permit, and development issues?</u> | 1 | 2 | 3 |
| 49. <u>Provide tax incentives to businesses creating new jobs?</u> | 1 | 2 | 3 |
| 50. <u>Provide financial support to businesses in targeted areas, such as Downtown?</u> | 1 | 2 | 3 |
| 51. <u>Provide assistance with road, sewer, and utility costs to new and expanding businesses?</u> | 1 | 2 | 3 |
52. How safe do you feel walking alone in business areas after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?
- 1() Very unsafe
2() Somewhat unsafe
3() Somewhat safe – SKIP TO Q54
4() Very safe – SKIP TO Q54
5() Don't know – SKIP TO Q54
53. Why do you feel unsafe? _____

54. How safe do you feel walking alone in your neighborhood after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?
- 1() Very unsafe
2() Somewhat unsafe
3() Somewhat safe – SKIP TO Q56
4() Very safe – SKIP TO Q56
5() Don't know – SKIP TO Q56
55. Why do you feel unsafe? _____

56. Are you aware of your Neighborhood Association?
- 1() Yes
2() Aware, but our Neighborhood Association is inactive – SKIP TO Q58
3() No – SKIP TO Q58
4() Don't know/Refused – SKIP TO Q58
57. Do you feel your neighborhood association is having a positive impact on your neighborhood?
- 1() Yes
2() No
3() Don't know/Refused
58. On a scale of 1 to 5, where 1 is not important and 5 is very important, how important is it to you that the City engage in environmentally sustainable practices?
- 1() Not important

- 2()
- 3()
- 4()
- 5() Very important
- 6() Don't know

59. On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the City's performance on engaging in environmentally sustainable practices?

- 1() Poor
- 2()
- 3()
- 4()
- 5() Excellent
- 6() Don't know

60. Regarding Eugene City government issues, do you feel you are well informed, somewhat informed, or not very informed?

- 1() Not very informed
- 2() Somewhat informed
- 3() Well informed
- 4() Don't know

61. In the past year, have you: (READ ALL CHOICES; CODE ALL "YES" RESPONSES)

- 1() Watched government access TV on Metro Vision
- 2() Read your neighborhood association newsletter
- 3() Visited the City Website on the Internet
- 4() Watched "Working City" on government access TV
- 5() NONE OF THE ABOVE
- 6() DON'T KNOW

FOR ALL "YES" ANSWERS TO Q61, ASK:

62. Do you watch **government access TV** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don't know

63. Do you read your **neighborhood association newsletter** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don't know

64. Do you visit the **City Website** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don't know

65. Do you watch “**Working City**” on government access TV frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don’t know

Have you received the following City of Eugene publications in the past year?

	Yes	No	DK
66. <u>Ovation</u>	1	2	3
67. <u>Library Matters</u>	1	2	3
68. <u>Eugene Outdoors</u>	1	2	3
69. <u>Stormwater Connections</u>	1	2	3
70. <u>Recreation guide</u>	1	2	3
71. <u>Bike map</u>	1	2	3
72. <u>Parks map</u>	1	2	3

73. Do you have Internet access at home?

- 1() Yes
- 2() No
- 3() Don’t know/Refused

74. Generally speaking, are you satisfied or dissatisfied with the opportunities provided to the citizens of Eugene to give input on city decisions? (*Then ask: Is that VERY or SOMEWHAT (satisfied/dissatisfied)?*)

- 1() Very **dissatisfied**
- 2() Somewhat **dissatisfied**
- 3() Somewhat satisfied
- 4() Very satisfied
- 5() Don’t know/Refused

75. Generally speaking, are you satisfied or dissatisfied with City government in Eugene? (*Then ask: Is that VERY or SOMEWHAT (satisfied/dissatisfied)?*)

- 1() Very **dissatisfied**
- 2() Somewhat **dissatisfied**
- 3() Somewhat satisfied
- 4() Very satisfied
- 5() Don’t know/Refused

76. Thinking about Downtown Eugene, would you say you are satisfied or dissatisfied with Downtown Eugene the way it is today? (*Then ask: Is that VERY or SOMEWHAT (satisfied/dissatisfied)?*)

- 1() Very **dissatisfied**
- 2() Somewhat **dissatisfied**
- 3() Somewhat satisfied
- 4() Very satisfied

5() Don't know/Refused

77. Please tell me when I read the category that contains your age:

- 1() 18-24
- 2() 25-34
- 3() 35-44
- 4() 45-54
- 5() 55-64
- 6() 65 and over
- 7() REFUSED

78. Do you own or rent your home?

- 1() Own
- 2() Rent
- 3() Don't know/Refused

79. How many people in your household are under age 12? _____

80. How many people in your household are age 12 to 17? _____

81. Please tell me when I read the racial or ethnic group to which you belong:

- | | | |
|------------------------------------|--------------------|-------------|
| 1() White/Caucasian | 5() Middle Eastern | 9() REFUSED |
| 2() Asian/Pacific Islander | 6() Hispanic | |
| 3() American Indian/Alaskan Native | 7() Multi-Racial | |
| 4() African American | 8() OTHER | |

82. Please tell me when I read the category that best represents your total household income before taxes:

- | | | |
|-----------------------|-----------------------|------------------------|
| 1() Under \$15,000 | 4() \$35,000-\$49,999 | 7() \$100,000 or more |
| 2() \$15,000-\$24,999 | 5() \$50,000-\$74,999 | 8() Don't know/Refused |
| 3() \$25,000-\$34,999 | 6() \$75,000-\$99,999 | |

83. Would you be willing to participate in occasional brief Internet surveys on City issues?

- 1() Yes
- 2() No – SKIP TO Q85
- 3() Don't know/Refused – SKIP TO Q85

84. What is your e-mail address? (IF PERSON ASKS FOR A CITY CONTACT:
serviceimprovement@ci.eugene.or.us)

85. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE LIST:

Gender:

- 1() Male
- 2() Female

86. Ward: _____

87. Registered voter?

1() Yes

2() No

88. Number of elections voted in out of the last four:

1() One

2() Two

3() Three

4() Four

5() NONE

6() Not applicable – not a registered voter

89. Political Party

1() Republican

2() Democrat

3() Other

4() Not applicable – not a registered voter

90. Phone # _____

91. Interviewer: _____